Role of Media in development of Tourism in Rajasthan

(A Case Study of Jaipur Region)

A Synopsis

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Introduction

Communication is the part of media. It is the exchange of perceptions, messages of information through speeches, visuals, signals, symbols, writings or attitudes. The word communication is derived from the Latin word ‘communities’ that means to share. Communication, as it is known today, has originated and evolved in the West, particularly in the United States of America. With the development of technologies, the communication methods also developed.

The methods became complex and sophisticated. But the concept of ‘communication’ has been with us since the creation of man. The methods and the process is differ from region to region, country to country. Even now, with the idea of ***‘global village’*** becoming a reality, we differ as far as methods and process of communication are concerned.

The Upanishads, the Gita, the Sangeet Ratnakara, the Natya Shastra, Manu Smriti, Sanskrit Literature, works on Vaishnavism, Bhakti, the medieval saints and Sufism did communicate and are still communicating valuable thoughts to us on the subject. We need to study these materials to find out the methods and process of communication prevailing at that time. In the modern era, the various methods of communication are manifest which 'press' are also important.

The “press”, in a sense, is as old as the human race itself. Human beings instinctive curiosity to know about what is happening around has always been there. The writings on the walls and on stones dating back to several centuries before Christ were the first signs of the origin of the press in India. Emperor Ashoka’s edicts renouncing violence after the Kalinga war as available to this day on stone. Later, paper and writing materials were invented; state records in the form of messages from spies were maintained in a rudimentary form. According to J. Natarajan, “newsletters” were the earliest though rough form of a “newspaper”. The newsletters were regularly issued during the Mughal period. These “manuscript newspapers” were the only source of information about the developments taking place in various parts of the empires of kings, down the ages. The practice seems to have been continued until the East India Company acquired began ruling over India. It is the dissemination of these newsletters which perhaps inspired James Augustus Hickey to start his newspaper **Bengal Gazette** in 1780.

The word ***media*** comes from the plural of the Latin word medium and it is used as a collective noun refer to Television, Radio, Newspapers, Magazines, Films, Internet etc. The word media has a wide connotation. It aims at educating masses and creating a socially conscious nation, through its various facets such as: newspapers, books, radio etc. Hence it plays a pivotal role in transforming the society. It is also very useful to promote the tourism in local and across India.

The word travel is derived from the French *travail* which means hardship. In the past, transportation was far more primitive than today and travelling was difficult, far from being a pleasure, travel involved great hardship and risk. Although the development of modern transportation methods has made travelling safer, easier and more comfortable, the element of stress has not been entirely eliminated.

Tourism is currently one of the fastest growing industries across the world. It is primarily a service Industry as it does not produce goods but renders services to various classes of people. It is a combination of various interrelated industries and trades like hotel industry, transport industry, etc. It is a complicated business as it involves multiple socio them, housing, feeding and entertaining, etc. In the process, it brings about tremendous infrastructural improvements and helps in the development of the region. Perhaps, tourism is one such rare industry, which earns foreign exchange without exporting national wealth.

Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a country to another for performing a specific task or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures and history.

It comprises the activities of persons travelling to and staying in places outside their usual environment for not more than six consecutive months and not less than 24 hours for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. In simple terms, tourism is the act of travel for the purposes of leisure, pleasure or business, and the provision of services for this act.

The concept of tourism adopted by the International Association of Scientific Experts in Tourism was put forward by the Swiss Professors Hunziker and Krapf as Follows:

Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.

Tourism is a leisure activity which involves a discretionary use of time and money and recreation is often the main purpose for participation in tourism. As already pointed out, all tourism includes some travel but all travel is not tourism. The temporary short-term character of tourism distinguishes it from migration, which means a long-term population movement with a view to taking up permanent residence. In tourism money earned in one's normal domicile is spent in the places visited.

There are three main aspects of tourism. The first is the purpose of travel or visit which expresses a particular motivation. Second, it is usually necessary to define the time element. The minimum and maximum period have to be established for a particular purpose. Thus, travel for a period shorter than 24 hours may be excluded. Also, a foreigner who comes and works in a country to make a living or to study in its universities is not a tourist. Thirdly, much tourism is characterized by seasonality or periodicity (the high concentration of visitor activity at particular times of the year).

In the field of travel and tourism, communication plays a vital role as it is through communication that a potential customer obtains information about a product which, in the final analysis, is a destination which he proposes to visit. Travel and tourism being a service industry the need for not only accurate but rapid information about a destination becomes paramount for the satisfaction of the consumer. In tourism, especially in the area of travel trade and hotel industry across the world, what is being sold and distributed is primarily information about various facilities to be used by the tourist. These facilities and services required by a tourist prior to his departure, during his stay at a destination, and at the time of his departure until he reaches home, make his entire experience worthwhile.

The Internet today caters to travel activity of all kinds ranging from virtual sightseeing and offering detailed information on travel sights to allowing users to plan their own itinerary, make travel reservations online, offering help with special needs and even the hands of the users and offering discounts unheard of in real life, is fast tempting users to fulfill their travel-related needs online. Virtual sightseeing is the most simplistic form of using the internet for travel. With users visiting several websites that offer detailed information about travel destinations, and virtually tour these places by pictures and commentaries offered by

sites. This is also the fastest and most inexpensive way to go sightseeing today with the only cost being that of Internet access.

In the field of tourism, the computer has made entry in a big way. A computer is a managerial tool capable of processing large volumes of data rapidly. It can perform basic arithmetic functions (addition, subtraction, division and multiplication) and logical operations (sorting, ranking and assembling) in a fraction of a second. A computer dispenses results in a large variety of formats. These are capable of repeating programmed instructions almost endlessly without an error, and maintaining a vast database of stored information for possible future use. Today a computer can be put to a variety of uses in the day to day activities. Although the computers were in use in some way or other in various branches of tourism industry since the early Sixties, today these are considered indispensable. These are extensively used in almost all branches of the travel industry. They are part and parcel of a travel agency and are playing a key role in making the task of providing travel services an easy affair. Computers lately are undertaking, among other jobs, the planning of vacations for an individual and his family through home terminals. The principal users of computers in the travel industry are :

- Airlines
- Hotels
- Cargo
- Travel Retailing
- Railways

Background

Sporadic travels by the nomads in the earlier days have now turned into world's most flourishing industry, namely tourism.

The business of tourism started some three thousand years ago. The earliest forms of leisure tourism can be traced to the Babylonian and Egyptian empires. A museum of historic antiquates was opened to the public in the sixth century B.C. in Babylon while the Egyptians held many religious festivals attracting not only the devout, but many who came to see the famous buildings and works of art in the cities. During the festivals, services of all kinds sprang up-food and drink, guides, hawkers of souvenirs, touts and prostitutes.

India abounds in tourism potential in all spheres, be its historical or cultural, be it hills and forests or other places of scenic beauty, be it wildlife, be it hot springs, be it fairs, festivals and people. For the tourists, India has two special attractions which few other countries can offer- rich and varied wildlife and a wealth of ancient monuments. The remains and relics of the prehistorically civilization, the temples, sculptures and holy sites associated with Buddha, the Hindu temples and caves at ***Ellora, Elephanta, Khajuraho, Khandagiri, Udaygiri and Tanjore;*** the monuments, palaces and forts of Muslim rule- the exquisite Taj Mahal- and the remains of European rule like the Portuguese forts and churches at Goa, Diu and Bandel and the British forts and residencies at Chennai, Surat and Lucknow and the beauty spots on the Himalayas are all tourist attractions.

There has been widespread awareness of the potential benefits of tourism, but very little has been done in practice to tap this vast potential. Spain, Portugal and Mexico are much smaller countries than India but earn 50 times more from tourism.

Rajasthan, India's largest and most vibrant state –takes tourist on a journey, unforgettable. The land of legends charms every soul with its rich history, majestic monuments, colorful culture, lively festivals and adventurous gateways. From the heights of a royal fort, into the depths of an age old tradition. From a run in the wild, to a stroll in the desert-Rajasthan takes tourist around an experience at every step .While entering Amber Fort in Jaipur or boating across the Lake Palace in the middle of Lake Pichola in Udaipur-tourist are charmed by the grandeur of Rajasthan's royalty. Beautiful places and gigantic fonts are inherent gifts of royals that tourist eyes can treasure.

As tourist walk around the stalls at traditional fairs, they capture the real spirit of culture in Rajasthan. The jingle of camel bells, excitement amongst cattle traders, liveliness of folk dancers and pride with which Rajasthan's men shows off their moustaches- tourists experience culture unplugged. In the bustling lanes of local bazaars, tourists are given an entire array of products to shop from. Rajasthan's rich local textile cloth, miniature paintings, finely-crafted jewelry and ethnic artifacts are some of the few things they will consider treasuring for life.

Jaipur, the 'Symphony of Pink', is the land of superlatives, where breathtaking beauty and rich art and culture blend superbly to make this '*Pink Jewel'*, a '*Tourist's Eden*'. The '*Pink City'* or the '*City of Victory'* is a splendid showcase of rich Rajasthani culture and heritage, and is a huge open air museum where relics of the golden past and aristocratic antiquity are

carefully preserved. Jaipur, was the former capital of the Kachhawahas, and very nearly exemplifies the character of the State and its people. It nestles amidst the Aravali ranges and is surrounded by rugged hills on three sides, each crowned by a formidable fort, while the city is studded with grand palaces, majestic mansions and gracefully landscaped gardens and parks.

In local language, Jaipur's area known as Dhundhar. Jaipur state was founded in the Dhundhar Region. It is a historical region of Rajasthan state in western India. It includes the districts of Jaipur, Dausa, Sawai Madhopur and Tonk and the northern part of Karauli district. Some scholars to suppose that Dausa was the first capital of Dhundhar. It was once ruled by 'Chanda Meenas' after that it was overtaken by Kachhwahas Rajput.

Jaipur, the city of forts and palaces, epitomizes the spirit of Rajputana and preserves its rich history and culture, even though the city has grown into a modern metropolis and a throbbing commercial centre. The fusion of antiquity and modernity, excellent planning, unique architecture and colorful lifestyle of the city can excite even the most seasoned tourist. The city is a visitor's delight and provides much more than one can expect and caters to the needs of each form of tourism, ranging from historical, cultural, adventure, sports, entertainment, shopping, business, conventions and conferences. The city is known for producing exquisite gold jewelry enameled or inlaid with precious or semi-precious stones, blue pottery, carvings on wood, stone and ivory, block print and tie and dye textiles, leather articles, handmade paper, miniature paintings etc.

The city today has emerged as one of the most sought after destinations on the tourist map of the world. It is an important constituent of India's famous *'Golden Triangle*', the other two being Delhi (300 kms.) and Agra (200 kms). It also forms an excellent base to explore the colorful state of Rajasthan. Some of the important centers being, *Ajmer- famous for Dargah of Salim Chisti and Pushkar- the major Hindu pilgrim centre, known for the Temple of Lord Brahma; Shekhawati- the region of fabulous frescoes and havelis (mansions); Bikaner and Jaisalmer- the desert bastions whose color defies their harsh surroundings; Jodhpur- the gateway of the Thar and city of impregnable fort; Bharatpur and Sariska- the home of the wild denizens.*

Tourism is a new and emerging discipline. The subject is enlightening and productive. It is fruitful because tourism has a vast employment potential for the country but it requires trained manpower. Travel and tourism is one of the world's largest industries. With improved

marketing, most tourism businesses can claim a bigger share of this lucrative but fragmented industry."Successful Tourism Marketing" is designed to benefit anyone seeking to promote a tourism' product' or 'service', whether it is a destination, visitor attraction and hotel or tour operations.

The subject of tourism marketing has matured with the growth of tourism and tourism economics around the world. Essentially a offshoot of marketing and service marketing, it has now come of age with its own set of concepts and frameworks. It has borrowed heavily from multiple disciplines, such as history, culture and geography, which from the backbone of all tourism products. The focus of tourism marketing lies on the product having a legacy, an aura, and an authenticity that satisfy the tourist's needs. For example – In Jaipur, attractive tourist destinations such as: Amer fort, City Palace, Jantar Mantar etc.

Tourism as an activity existed long before it was identified. Its emergence as a major factor in the economy of many countries, however, has happened relatively recently. For an increasing number of people, work is no longer the main purpose of life and this encourages tourism. Modern tourism is an important phenomenon of our times and tourism offers us an opportunity to learn to enrich humanity and to identify what may be termed as goods for a better life and a better society. Contribution of tourism to Indian society may be discussed under the following heads can be understanding us:

- Tourism Receipts and National Income
- Tourism and Employment
- Contribution to the balance of Payments
- Contribution to Dispersion of Development
- Effect on General Economic Development
- Contribution to Social Benefits

This research work is the first time discloses Jaipur in its diversity of tourism potential which is not merely the historical sites but also its culture of textiles, folk dances, folk music, handicrafts, cuisine, museums and art galleries. Besides its pilgrimage centers, the city has also flourished into an important business and industrial city compounded with adventurists and naturalists, who have augmented and elevated of Jaipur's eco- tourism and adventure tourism. Jaipur has successfully evolved all the related tourism services and developed its infrastructure like accommodation, transportation and tourism related Govt. bodies. Jaipur

has its own special place on the world map. In terms of tourism, tourists prefers to Jaipur. It is also going to be *'a world class city'.* It's become true because of Media. The Media has significant role in promotional of tourism in Jaipur Region and highlights the growth and development of tourism.

It will be interesting to the growing popularity of Jaipur in the tourism sector is to study the role of the media and helps know to new understanding the development of tourism sector..

Tourism has developed to a level where it has become a major industry, a major force for social change and a major power for good, for evil. The world is in a period of rapid transition; the traditional tourist generating countries are moving from an industrial stage to becoming post-industrial societies. With this change, lifestyles and values are also changing; the old desire to accumulate material possessions shows signs of abating; this will result in a new desire to accumulate experience as avidly as we formerly collected possessions. This changing lifestyle will influence consumer's demand for travel. The following variables will shape tourism in the future.

There are other variables which also influence the future of tourism. These include the changing value systems of the consumers as well as global warming. The raising of the earth's temperature and the consequent rise in sea level will affect tourism. Human behavior too is a threat to tourism as the spread of AIDS may render some otherwise attractive destinations no-go areas; increasing incidence of skin cancer may reverse the fashion for a suntan; and disease in some parts of the world decreasing levels of safety will constrain the uninhabited expansion of tourism.

Objectivity of the study

- To explore about Jaipur and its surrounding areas to establish a co-relation in this comparative study.
- To know the growth of media coverage for tourism in different areas: hotels, travel agencies etc.
- To find out career opportunity in the tourism sector.
- To know the future condition growth of tourism.

Literature Review

- **Mass Communication in India Keval J.Kumar (2014)-**It presents a communication studies about a re-orientation in the social and behavioral disciplines through a greater involvement with popular cultures such as : fairs, festivals, traditions, lifestyle etc. which relates to the tourism industry .Thus, it will help to research in the mass media field.
- **Hindu Philosophy of Communication –(Saral Tulsi B- Vol 8(1), 1983,)** to explores the metaphysical threads that form the fabric of Indian culture and speculates as to how these thought and belief patterns affect the nature, scope, content, and form of communication in that culture. Transcending the boundaries of inter- and intrapersonal communication is the concept of *Transpersonal Communication*, which finds expression in most Hindu philosophical thought and literature. It will provide us to understand the spiritual background and philosophical ideas of research topic.
- **Anil Basu- Public Relations, Problems and Prospectus, W.S. Kine Louis and Jhally –Social Communication in advertising (1986)**: It will help to know the nature of advertising about Jaipur tourism of past, present and future situations. Travelling agencies of efforts to attract the tourism. The digital media sources such as : TV, Internet etc. will reach the new knowledge of tourism to other countries and try to keep the tourists in their economic situation, their needs and their motive to attract tourists to the city.
- **Shalini Gupta –Media tourism (2012):** This source will provide to understand the intricacies of each activity and then establishing a working relationship. All over the world tourism organisations both in the government and the private sector use various organs of media, the print as well as electronic, to acquaint people at large about the attractions as well as facilities available in different tourist resorts in Rajasthan. It is through media that the products of tourism are marketed in different potential markets. Quite often for this purpose media campaigns are run on seasonal and sometimes on year round basis. These campaigns are used for branding of the products. Some of these ad campaigns on the electronic media cost millions of dollars. In fact, there are some exclusive magazines and journals catering exclusively to different aspects of tourism. Thus, tourism to a large extent depends upon the numerous branches of media for its promotion and development.

- **Dhundhad (in local language Jaipur's area known as Dhundhad.) BhittiChitra kala ka itihaas –Dr.Ashutosh Dadheech (first edition-1994):** It will useful to know the ancient history of wall-paintings which is popular in Jaipur and nearby surrounding areas. The author of this book desirably the two major areas of Rajasthan, they are: Jaipur and Amer. As we know, the Jaipur is a famous for historical place such as: Albert hall, JantarMantar, City Place etc. In this historical buildings, the mixture of bright and radiant colours, textures with different dimensions where Tourists come from far away to see this beautiful wall-paintings. By this book, we can deeply understand the folklore style of Jaipur through the paintings.
- **Bharat ke parytan sthal-Mahesh Sharma**: In this book, the various tourist destinations in India have been closely studied. Rajasthan is one of them. This book will provide the deep knowledge about the infrastructures of transportation, accommodations, and different aspects (***geographical, historical, traditional and cultural)*** which will help to collect the data.
- **Rajasthan mei parytan prabhand: siddhant aur vyavhaar (dr.a.k.raina, kishore Singh-first edition -2007):** It touched all the important points relating to tourism. Additionally, we will understand the dimensions of Service and handling systems, Marketing and communications, policy and planning, and tourism, social, economic, environmental and political impact.
- **Tourism Marketing: Navdeep Rathore-first edition -2013)** this book contains which will help in research to developing a practical approach towards the tourism industry in Rajasthan areas. In the addition of the useful sources of information related to tourism perspectives, there is variety of tools such as boxes, tables, styles, figures, index and bibliography are used to provide more adapting view and also understand the Incorporation of various Tourism perspectives and techniques and emphasis on the importance of Tourism marketing in today's era.
- **International Tourism Management: A.K.Bhatia-second edition, 2011)** This book tries to examine this complex global phenomenon, exploring its various concepts in their different manifestations. It offers comprehensive information on various concepts, methods and framework giving a systematic overview of the subject on a global basis. Key elements of the book include: nature and components of the tourism industry; destination planning and management; marketing strategies and communication; economic dimensions and international co-operation.

- **Piyush Sharma-Tourism and Pilgrimage**: With Special focus on Pilgrimage tourist destinations which is famous in Rajasthan. Additionally, it will understand to the co-relation of tourism and religious place. Jaipur and its surrounding areas such as –pushkar etc. to popular pilgrimage destination which attracts the tourist for its cultural and traditional aspect.
- **Tourism, Culture & Communication -** In its scope and will place no restrictions upon the range of cultural identities covered, other than the need to relate to tourism and hospitality. The Journal seeks to provide interdisciplinary perspectives in areas of interest that may branch away from traditionally recognized national and indigenous cultures, for example, cultural attitudes toward the management of tourists with disabilities, gender aspects of tourism, sport tourism, or age-specific tourism. The focus will be on high-quality research, and a double-blind referring process will be applied.
- **Jeffrey D. Kline– community tourism and Natural Resource management (2001)** : This research paper helps to understand the field of tourism development and management with in tourism development commonly has been advocated as an alternative to traditional natural resource-based economic development, such as timber production, agriculture, and mining. These new forms of tourism are promoted as an environmentally Safeway for rural communities to generate income from natural resources.
- ***www.incredibleindia.com*** **:** It is a official site of Government of India to promote the tourism industry. This website helps to understand the conscious effort to bring in more professionalism in it attempts to promote tourism and also formulated an integrated communication strategy with the aim of promoting India culture.
- ***http://www.rajasthantourism.gov.com***: This is a official site of Government of Rajasthan tourism. It provides to collect the new information updates of tourism which helps to learn new research things.
- ***www.comminit.com: (Communication Initiatives site for media and communication research)-*** To convene the communication and media development, social and behavioural change community for more effective local, national, and international development action.
- ***www.uniindia.com: (United News of India)-*** UNI have acquired an enviable areas-politics, economics, business, culture, media to provides information about features,

interviews and human interest stories. They include newspapers, radio and television networks, web sites, govt.offices and private and public sector corporations.

- ***http://whe.unesco.org***: This site learns to know new things of concepts, plans, vision and perspective of tourism industry.
- ***www.fao.org:*** ***(Fao means food and agricultural organizations) of*** United Nations. This social website about to provides updates the situation of economic and social progress and the sustainable management and utilization of natural resources, including water, land, air, climate and genetic resources for the benefit of further research activity.
- ***www.culturopedia.com :*** This website helps to learn about the culture, art, architecture, food, heritages, festivals and fairs which has popular attributes in India and understand the whole perspective of ancient culture of India.

Methodology

- Literature Survey: Different media sources such as ***Danik Bhaskar, Rajasthan Patrika, Sujas (Rajasthan Publications), Amrit Rajasthan*** etc. other regional newspapers and magazines of Jaipur will be used for the research work. And also collect information about the research topic from different publication of books, pamphlets, maps, charts etc. So, it will help to depth study of existing work and their results.
- Survey: The 5 years (2011-2015) of data will be collecting from various hotels, travel agencies, ministry tourism of Rajasthan regional office, different educational centers (schools, colleges, govt. and private institutions or universities,) of Jaipur because it helps to know about the merits and demerits of tourism condition in Jaipur. Also, will visit local news channels and print media publication houses in Jaipur to know the view of media's responsibility towards the Jaipur tourism.

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